

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Connie Carmichael et al Art Unit: 2173
Serial No: 09/638,304 Examiner: Cao Nguyen
Filed : August 14, 2000
TITLE: Systems and Methods for Immersive Advertising

MAIL STOP ISSUE FEE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Notice of Allowance Date: September 6, 2007
Confirmation No. : 6901

RESPONSE TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed September 6, 2007, enclosed are a completed issue fee transmittal form PTOL-85b and a deposit account charge sheet.

COMMENTS ON EXAMINER'S REASONS FOR ALLOWANCE

It is agreed that the limitations recited in the examiner's Reasons for Allowance are not taught or suggested by the art of record, and that the allowed independent claims are distinguished from the cited prior art for at least the reasons stated in the Reasons for Allowance. Applicant does not concede that the stated reasons are the only grounds for patentability of the allowed claims, that the limitations excluded from the Reasons for Allowance are taught or suggested by the art of record, or that all of the limitations are necessary for patentability of the allowed claims or other claims directed to the disclosed subject matter. For example, other claims including different limitations are patentable over the cited prior art.

Please charge any fees due in connection with this response,
(other than any fees paid via EFS), to Deposit Account No. 50-4376.

Respectfully submitted,

Date: _5/26/2008_____ _/Scott C Harris/_____

Scott C. Harris

Reg. No. 32,030

Customer No. 74162
Scott C. Harris, Esq.
P.O. Box 1389
Rancho Santa Fe, CA 92067
Telephone: (858) 756-7778
Facsimile: (858) 756-7717